forecasting
P&L

PHILIP MORRIS USA **INTEROFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Ed Gawronski **DATE:** April 8, 1992

FROM: Renee V.H. Simons

SUBJECT: **1993 Region Volume/Share Forecasting**

Our current Region forecasting system applies fair share of national numbers based on a "straight line" calculation of previous volume contributions. This has resulted in forecasting distortions by region which have implications upon region goals and evaluations.

Trade Marketing has a strong interest in having the national forecast plan incorporate a more regionalized focus. This regionalized focus would build on actual trends within each region.

I understand that efforts are underway to meet our 1993 planning needs (i.e. 4th Qtr. availability).

Please keep me apprised of your progress. Let me know if I can be of any assistance.

RS/mi
RS33A
cc: D. Beran
C. Johnson
T. McCarthy
J. Mortensen
B. Pettinelli
M. Schroeder
R. Stewart
J. Thomas

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